

# How to Work with the Office of Strategic Communication

## During the Presidential Transition

These Office of Strategic Communication political appointees' terms ended on January 20, 2017:

- Brett Prather, Associate Administrator
- Teresa Wykpisz-Lee, Deputy Associate Administrator, Media Affairs
- Walter Nicholson, Senior Adviser
- Ashley Nash-Hahn, Press Secretary
- Kelly Paisley, Office of the Administrator Client Team/Public Engagement

Please refer to the information below for our work plan for specific streams during the presidential transition. In addition, our technology liaison in the Office of Congressional and Intergovernmental Affairs, Gia Rivera, is a political appointee and has transitioned her responsibilities in this area to Matt Cornelius.

## Media

Send all **media inquiries and interview requests** to [press@gsa.gov](mailto:press@gsa.gov). (Note that [media@gsa.gov](mailto:media@gsa.gov) was shut down on December 15, 2016.)

Matt Burrell will manage press (including staffing interviews) for Rob Cook, Dave Zvenyach and David Shive; Kristen DiReda will manage TTS and GSA IT staff-level press. Lacrosha Fikes will manage GSA social media.

## Blogs

Until otherwise notified, continue to send **blog review requests** to [drew.jack@gsa.gov](mailto:drew.jack@gsa.gov). Drew will work with Donna Garland to make sure these are reviewed with the agency's new acting leadership and the new administration's White House liaisons.

Matt Burrell and Cat Langel will continue to edit The GSABlog.

## Public Engagement

After you have followed GSA's event and your organization's speaker approval processes, send requests for **clearances to participate in public speaking engagements** to [drew.jack@gsa.gov](mailto:drew.jack@gsa.gov). Drew will flag our press office for clearance and our congressional affairs office for information purposes, as needed. Be sure to seek clearance from our general counsel when you have questions

about ethics, an author or event organizer's use of your official position or title, or appearances of vendor endorsement.

[As much as possible, allow two weeks advance notice for clearances and preparation. These requests should come with approval from your organization's leadership and chief of staff. Please include the host or organizer, event topic, your top-line talking points, when and where the event will be held, whether it is open/closed press or if you are being asked to do an interview at the event, and whether any part of it will be broadcast, live streamed or recorded for posting.]

The resource for best practices around public engagement is Ningrum Spicer. We definitely need to involve her when anyone from TTS or GSA IT is **speaking as a surrogate for the administrator**. We should also work with her when we are ready to start proactively pitching TTS and GSA IT participation in public and industry events.

## All Other Requests

Please initiate **all other requests for specific services** to the Technology Client Team [intake form](#) or email our shared inbox [tex@gsa.gov](mailto:tex@gsa.gov) for general inquiries.

[More on how the Technology Client Team can help >](#)